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November 18, 2003 (Date of Transmission)

11/18/03 Jeani KAPLAN

Date

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Signature

Customer No.: 07278

Docket No.: 06727/000H449-USO

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Amir Herzberg, et al.

Serial No.: 09/625,006

Confirmation No.: 7174

Filed: July 25, 2000

Group Art Unit: 3621

For: MICRO PAYMENT-BASED ADVERTISING

POWER OF ATTORNEY

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

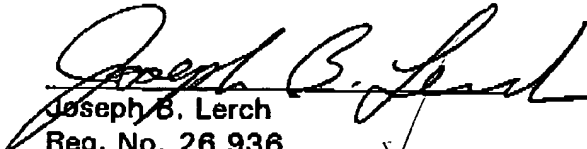
The undersigned attorney of record in the above-identified application hereby appoints: Sanford T. Colb, (Reg. No. 26,856) of Sanford T. Colb & Co., 4 Shaar Hagai, P.O. Box 2273, Rehovot 76122, ISRAEL, with full power to

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prosecute said application, and to transact all business in the United States Patent and Trademark Office in connection therewith.

Respectfully submitted,

Dated: November 18, 2003


Joseph B. Lerch

Reg. No. 26,936

Attorney for Applicants

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